

SPECIAL EDITION ■ BREASTFEEDING SUMMIT 2010



Breastfeeding Kentucky

“Shaping the Future” Breastfeeding Summit

Kentucky's first “Shaping the Future” Breastfeeding Summit was held April 21, 2010 in Bowling Green at the University Plaza Hotel and Convention Center. The Summit was provided in cooperation with the Kentucky Dietetic Association (KDA) as part of their annual conference. We would like to thank KDA for allowing us to be a part of their Food and Nutrition Conference and Exhibition.

We would also like to thank each of you who attended this important summit. We had approximately 116 total attendees representing a broad cross-section of breastfeeding supporters, including breastfeeding mothers, Peer Counselors, Registered Nurses, Registered Dietitians, La Leche League Members, Lactation Consultants, and students. We were also fortunate to have attendees from hospitals, family health centers and the Department of Education. This diversity will no doubt help us to develop a more comprehensive state plan and have a more effective coalition overall.

One of the most beneficial parts of the summit was the Facilitated Table Work session. The input from attendees will prove invaluable as we move forward in developing a state plan for breastfeeding. Several focus groups identified barriers and opportunities in each of six areas affecting lactation: Maternity Care Practices/Hospitals, Worksites, Media/Social Marketing, Peer Support, Educating Mothers and Families, and Health Professionals. These focus groups identified the items that need to be addressed when developing our state plan.

With this in mind, we invite you to please join us Wednesday, August 11, at the Barren River Health Department in Bowling Green for “A Call to Action: Breastfeeding Summit Follow Up”. Speakers will be announced and will be featured during the morning session. CEUs will be offered. The afternoon session will be spent strategizing and developing our plan. The finalized state plan will be disseminated to all attendees and will be the focus of a future video conference. “We cannot increase breastfeeding incidence and duration without the support of all partners, both public and private,” stated Fran Hawkins, Director of the Nutrition Services Branch with the Kentucky Department of Public Health. She went on to say that a formalized state Breastfeeding Coalition will be formed to ensure that we continue to have grass roots buy-in.

Fran Hawkins also mentioned some goals to consider during the development of the state plan, including: meet and exceed the Healthy People 2010 goals; earn the monetary reward from USDA that goes with the increase in breastfeeding; have another Breastfeeding Friendly Hospital; have businesses that accept breastfeeding moms as the norm; and double the number of IBCLCs in the state.

As we all know, we have a long way to go but if we work together we can make it happen. Again, thank you for attending the Breastfeeding Summit and for your continued support. Together we can “Shape the Future”!

Kentucky's First Breastfeeding Summit: Featured Speakers

**Compiled by
Doraine Bailey, MA, IBCLC, RLC**

Welcome and Opening Remarks

Fran Hawkins, MS, RD, LD

The Director of the Kentucky Nutrition Services Branch set the tone for the meeting. The first part of the day was a series of presentations to provide an overview of the "State of Breastfeeding" in Kentucky. The second part of the day was to break into small group discussions to identify strengths, weaknesses and opportunities in order to build a strategic plan for breastfeeding promotion in the Commonwealth and to formalize a state breastfeeding coalition. The overarching goals for the day were "to create a living, breathing document for use by everyone, public and private, who touches breastfeeding mothers."

Breastfeeding by the Numbers

Sandy Benton-Davis, RD and Lorraine Bizzell, RD

Ms. Benton-Davis and Ms. Bizzell are with the Southeast Regional Office of the USDA Food and Nutrition Service. Together, they presented data on the incidence and duration of breastfeeding in Kentucky, as well as projects originating from WIC at the federal level to promote breastfeeding. Ms. Benton-Davis used data from the Pediatric Nutrition Surveillance Survey (PedNSS) to present breastfeeding data from 2004 to 2009. The national data can be found at <http://www.cdc.gov/pednss/>; Kentucky's PedNSS data tables can be found at <http://chfs.ky.gov/dph/mch/ns/pednss.htm>. PedNSS gives a snapshot of infants participating in WIC. Compared to other states, Kentucky still ranks in the bottom quartile for all breastfeeding indicators. Currently, no state in the Southeast Region has met any of the

Healthy People 2010 goals for breastfeeding incidence or duration.

Recognizing the challenges of promoting breastfeeding with low-income families, the WIC program has funded various projects to improve access to counseling by WIC staff: *Best Start*; *Loving Support Makes Breastfeeding Work*; *Breastfeeding: a Magical Bond of Love*;

Breastfeeding Friendly Communities; and most recently *Using Loving Support to Grow and Glow in WIC*.

Changes to food packages, initiated in Kentucky in May 2009, have increased foods available to breastfeeding mothers, decreased formula to breastfeeding babies, and introduced baby meats to breastfeeding infants at 6 months. In 2004, Congress authorized funding for WIC to implement Breastfeeding Peer Counselor Programs throughout the country.



Fran Hawkins, MS, RD, LD

The State of the Commonwealth: Breastfeeding Efforts in Kentucky

Fran Hawkins, MS, RD, LD

Building on information on WIC projects at the national level, Ms. Hawkins focused on Kentucky's efforts. Since 1990, the set of Regional Breastfeeding Coordinators has grown from four to the current 10; there are plans to increase this in coming years. From 2002 through 2004, Kentucky implemented the *Loving Support Makes Breastfeeding Work* campaign, centered in Eastern Kentucky but supported statewide (the initiation of the *Shape the Future* branding). In conjunction with the state's Nutrition and Physical Activity efforts (Obesity grant), breastfeeding promotion and support strategies were included in the 2005 State Nutrition and Physical Activity Plan (accessible at www.fitky.org). WIC works collaboratively with the Medicaid program to rent electric breastpumps to clients with medical needs, and WIC agencies issue single-user electric breastpumps to mothers returning to work or school. The WIC Program has also underwritten comprehensive breastfeeding training to prepare health professionals for the IBLCE Exam, and is



Lorraine Bizzell, RD and Sandy Benton-Davis, RD

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currently implementing the *Grow and Glow* breastfeeding competency training for public health staff throughout the state. Finally, Kentucky was awarded a grant in 2009 to implement *The Business Case for Breastfeeding* as a focus to improve accommodations for breastfeeding mothers returning to the workforce.

Examining the Barriers and Successes: MD Panel

Rebecca Collins, MD and Elizabeth Doyle, MD, CLC; Kentucky Pediatric Society Chapter Breastfeeding Co-Coordinator

Dr. Collins has been Director of Newborn Nursery at the University of Kentucky Medical Center since 2005. In this role, she has made important changes to newborn care: instituting specific protocols for skin-to-skin care; implementing evidence-based protocols for supplementation; closing the normal newborn nursery to implement 24/7 rooming-in; providing in-room assessments and teaching; developing an out-patient lactation clinic through the Kentucky Clinic Department of Pediatrics; and supporting UK's IBCLC Mentoring program (IBLCE Pathway 3). These changes provide a context within which medical and nursing students can have hands-on opportunities to work with breastfeeding couples. Recently, she has established a multi-disciplinary taskforce at UK to develop a strategic plan for expanding breastfeeding-related services and activities.



Rebecca Collins, MD



Elizabeth Doyle, MD, CLC

Dr. Doyle is on staff at Norton-Suburban Hospital, Norton Audubon and Kosair Children's Hospital in Louisville and practices combined Internal Medicine and Pediatrics at a Norton-owned practice in Shepherdsville. For three years she has been

working with Norton-Suburban Hospital to improve their breastfeeding support. Her Breastfeeding Education and Support Team (BEST) has helped implement couplet care, started a breastfeeding bag program to replace some formula bags, provided new staff training, implemented a skin-to-skin protocol and has written a breastfeeding policy. Their next project is *Ban the Binkies*, to decrease inpatient pacifier use. Dr. Doyle is currently working with the Metro Louisville Health Department to standardize breastfeeding policies across all area maternity hospitals.

Achieving Baby-Friendly: The Right Thing to Do

Ardith Davis, RN

When St. Elizabeth Hospital opened their new Maternity unit in 1995, they also initiated the process to become a Baby-Friendly Hospital. The Baby-Friendly Hospital Initiative (BFHI) was established by UNICEF and the World Health Organization in 1992, and the assessment and award process for the US was established in 1997. Ms. Davis provided an overview of the Ten Steps to Successful Breastfeeding, the set of evidence-based strategies that forms the basis of BFHI, and how St. Elizabeth overcame obstacles to fulfilling the Ten Steps. A key strategy was to get buy-in from the major stakeholders, including the Medical Director and Purchasing Director, as well as community supporters such as La Leche League and the health department. They expanded their lactation staff in order to provide extensive training for staff as well as expand education and services for patients. They were also successful in estimating the real expenditures for purchasing formula and actually came in under budget when implemented. In 1999, St. Elizabeth became the 20th US hospital to be Baby-Friendly and the first in Kentucky. Baby-Friendly status has made a difference: in 1992, the breastfeeding initiation rate was 38.8%; by 1999 it was 47.8% but since then has averaged 70 – 72%. More information on the Baby-Friendly Initiative is available at www.babyfriendlyusa.org.



Ardith Davis, RN

Coming Soon...A State Coalition Website

Jan Johnson, RD, LD, IBCLC

Do you rely on the web for up-to-date information or use Facebook to stay connected? Many of you are probably nodding your heads "yes." The Internet is a cost-effective way to relay information and stay in touch; therefore its use cannot be neglected by a growing coalition.

Plans are underway to develop a website to represent our state coalition. The website will not only provide information about events and meetings around the state related to breastfeeding, but will also provide information for parents, healthcare providers and businesses.

Before construction of the website can proceed, we need a few important items to be decided upon as a group. The first is a name. Our state breastfeeding coalition does not yet have an official name. What name will identify the group, make our purpose

obvious and be easy to remember? The second item we need is a URL or web address which needs to correspond with our name. Then we need to decide if we want to be a .com, .org, .net, etc.

A few suggestions for the coalition's name submitted thus far include Commonwealth of Kentucky Breastfeeding Coalition (CKBC), Breastfeeding Network of Kentucky (BNK), Breastfeeding Alliance of Kentucky (BAK), and Kentucky Breastfeeding Coalition (KBC). Don't like what you see? Send in your suggestions!

E-mail Jan Johnson, RD, LD, IBCLC at JanE.Johnson@ky.gov. You can also reach Jan at (606) 437-5500 ext. 590.

Suggestions will be compiled and sent out on a web-based survey.

Save the Date!

Call to Action: Breastfeeding Summit Follow Up

Wednesday August 11, 2010

10:00 am - 3:00 pm

*Barren River District Health Department
Bowling Green, KY*

Please come and help us develop the State Breastfeeding Plan!

Speakers to be announced.

Lunch and CEUs will be provided.

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Summit Sights

